

LEO BURNETT COMPANY, Inc.

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Come to where the flavor is.
Marlboro Country.



Marlboro Red or Longhairs 100's... you get a lot to like.

Kings 18 mg. "tar," 1.1 mg. nicotine—
100's 20 mg. "tar," 1.1 mg. nicotine av. per cigarette. FTC Report Apr. 72

Warning: The Surgeon General Has Determined That
Cigarette Smoking Is Dangerous to Your Health.



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